

## WHAT IS CLAIMED IS:

- Sub Q' 1. A method for generating a redemption value for a redemptionable item based on the purchase of a discount triggering item, comprising the steps of:
- discriminating discount triggering items from non-discount triggering items in a purchase of multiple items, each of the discount triggering items having a unique code associated therewith and an associated discount value;
  - grouping the discount triggering items in bundles, each bundle comprised of all of the ones of the discount triggering items having the same unique code such that there is provided a bundle for each of the unique codes being present in the purchase of the multiple items and wherein each bundle has an associated bundle total;
  - summing the bundle totals to provide a single redemption value for the redemptionable item; and
  - issuing redemption information having contained therein each bundle associated with its unique code and the associated bundle total and redemption value.
2. The method of Claim 1, wherein the step of grouping the discount triggering items in bundles is performed at the end of a transaction, which transaction comprises the receipt of all of the multiple items purchased by a purchaser.
3. The method of Claim 1, wherein the step of grouping further comprises the step of filtering in accordance with predetermined criteria, which of the discount triggering items are to be included in a bundle.

4. The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises filtering the discount triggering items such that if the quantity of discount triggering items purchased is less than a predetermined minimum quantity for each of the unique codes, a bundle is not created.

5. The method of Claim 3, wherein the step of filtering in accordance with the predetermined criteria comprises limiting the number of discount triggering items that can be contained in any one of the bundles to a maximum number.

*sub B2* 6. The method of Claim 1, wherein the step of summing the bundle totals comprises summing one or more bundles, the total sum of which is limited to a maximum value. *Q*

7. The method of Claim 1, further comprising the step of issuing cash register receipt information reflecting the retail price of each of the multiple items, including both the discount triggering items and the non-discount triggering items.

8. The method of Claim 7, wherein the step of issuing cash register receipt information and the step of issuing the redemption information comprise the step of printing a paper receipt comprising both the cash register receipt information and the redemption information.

9. The method of Claim 8, wherein the step of printing the paper receipt comprises the step of providing a cut between a paper portion of the paper receipt comprising the cash register receipt information paper and a paper portion of the paper receipt comprising the redemption information, that is not complete, such that the paper portion with the redemption information is easily detachable from the paper portion with the cash register information.

10. The method of Claim 7, wherein the step of issuing the cash register receipt information comprises the step of providing a purchaser with electronic code comprising the cash register receipt information.

11. The method of Claim 10, wherein the electronic code is recordable on a card having magnetic media.

Sub B<sup>3</sup> 12. The method of Claim 1, wherein the step of issuing the redemption information comprises the step of providing the consumer with an electronic code comprising the redemption information.

13. The method of Claim 12, wherein the electronic code is recordable on a card having magnetic media.

14. The method of Claim 1, wherein the step of discriminating discount triggering items, comprises the step of:

receiving a plurality of items comprised of discount triggering items and non-discount trigger items;

inputting each of the received plurality of items to determine the unique codes associated therewith; and

determining which of the inputted items have a unique code associated with the discount triggering item.

15. The method of Claim 14, and further comprising the step of providing a database having stored therein discount triggering items and their associated codes, and the step of determining which of the received items or inputted items are discount triggering items comprises comparing each of the inputted unique codes of the inputted items with information in the database.

16. The method of Claim 15, wherein the unique codes are all scanable by a scanning device.

17. The method of Claim 15, wherein the unique codes may be input manually.

18. The method of Claim 1, wherein the step of issuing the redemption information further comprises issuing a description associated with each of the bundles, which description is associated with the unique code for that bundle.

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19. The method of Claim 1, and further comprising the step printing the redemption information on a paper slip with a digitally encoded region disposed thereon which contains information regarding the information contained within the paper slip, which digitally encoded information can be optically retrieved at a later time.

20. The method of Claim 19, wherein the digitally encoded region comprises a bar code.

21. The method of Claim 1, wherein each transaction has associated therewith a unique identification number (UID) and further comprising the step of printing the UID for the transaction on a paper containing the redemption information.

22. The method of Claim 1, wherein a product information table is provided for all items having a unique code and further comprising the step of creating a redemption table providing additional parameters associated with discount triggering items defining the ones of the items in the product information table as discount triggering items and also further comprising the step of creating a modified product information table by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique code, and that constitutes a discount triggering item, and wherein the step of discriminating comprises comparing each of the multiple items and the associated unique code with information in the modified product information table, and when the unique code in the modified product information table has information associated therewith, defining it as a discount triggering item, and declaring that item a discount triggering item.

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23. The method of Claim 1, and further comprising the step of purchasing the redemptionable item by presenting a paper comprising the redemption information.

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24. The method of Claim 1, wherein the redemptionable item is obtained by presenting electronic code comprising the redemption information.

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25. A system for generating a redemption value for a redemptionable item based on the purchase of a discount triggering item, comprising:
- a discriminating means for discriminating discount triggering items from non-discount triggering items in a purchase of multiple items, each of the
  - 5. discount triggering items having a unique code associated therewith and an associated discount value;
  - a grouping means for grouping the discount triggering items in bundles, each bundle comprised of all of the ones of the discount triggering items having the same unique code such that there is provided a bundle for each of the
  - 10 unique codes being present in the purchase of the multiple items and wherein each bundle has an associated bundle total; **G**
  - a summing means for summing the bundle totals to provide a single redemption value for the redemptionable items; and
  - an output means for issuing redemption information having contained
  - 15 therein each bundle with its unique code and the associated bundle total and redemption value.
26. The system of Claim 25, wherein the bundles are created at the end of a transaction, which transaction comprises the receipt of all of the multiple items purchased by a purchaser.
27. The system of Claim 25, wherein the grouping means further comprises a filtering means for filtering in accordance with predetermined criteria, which of the discount triggering items are to be included in a bundle.

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28. The system of Claim 27, wherein a bundle is created only if the quantity of discount triggering items purchased is equal to or greater than a predetermined minimum quantity for each of the unique codes.

29. The system of Claim 27, wherein the number of discount triggering items that can be contained in any one of the bundles is limited to maximum number.

*Sub B5* 30. The system of Claim 25, wherein the summing means sums one or more bundled totals, which bundle totals comprise summing one or more bundles, the total sum of which is limited to a maximum value.

*G* 31. The system of Claim 25, wherein cash register receipt information is issued which reflects the retail price of each of the multiple items, including both the discount triggering items and the non-discount triggering items.

32. The system of Claim 31, wherein both the cash register receipt information the redemption information are issued on a paper receipt.

33. The system of Claim 32, wherein the paper receipt comprises a cut between a paper portion comprising the cash register receipt information and a paper portion comprising the redemption information, that is not complete, such that the paper portion comprising the redemption information is easily detachable from the paper portion comprising the cash register information.

34. The system of Claim 31, wherein a purchaser is provided redemption information and cash register receipt information in the form of an electronic code.



35. The system of Claim 34, wherein the electronic code is recordable on a card having magnetic media.

Sub B6 36. The system of Claim 25, wherein the discriminating means further comprises:

a receiving means for receiving a plurality of items comprised of discount triggering items and non-discountable trigger items;

5 an inputting means for inputting each of the received plurality of items to determine the unique codes associated therewith; and

a determining means for determining which of the inputted items have a unique code associated with the discount triggering item.

37. The system of Claim 36, wherein the unique codes of the inputted items are compared with a database having stored therein discount triggering items and associated codes, in order to determine which of the received items or the inputted items are discount triggering items.

38. The system of Claim 37, wherein the unique codes are all scanable by a scanning device.

Sub Q6 39. The system of Claim 37, wherein the unique codes may be input manually.

Sub B7 40. The system of Claim 25, wherein redemption information which is issued comprises a description associated with each of the bundles, which description is associated with the unique code for that bundle.

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41. The system of Claim 25, wherein the redemption information is printed on a paper slip with a digitally encoded region disposed thereon, which contains information regarding the information contained within the paper slip, which digitally encoded information can be optically retrieved at a later time.

42. The system of Claim 41, wherein the digitally encoded region comprises a bar code.

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43. The system of Claim 25, wherein each transaction has associated therewith a unique identification number (UID) which is printed on a paper containing the redemption information.

44. The system of Claim 25, wherein a product information table is provided for all items having a unique code, a redemption table is provided for additional parameters associated with discount triggering items defining the ones of the items in the product information table as discount triggering items, a modified product information table is provided by merging the redemption table with the product information table such that each unique code has associated therewith information regarding the identification of a product having that unique and that constitutes a discount triggering item, and wherein each of the multiple items and the associated unique code are compared with information in the modified product information table and when the unique code in the modified product information table has information associated therewith defining it as a discount triggering item and declaring that item a discount triggering item.

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45. The system of Claim 25, wherein the redeemable item is purchased by presenting a paper comprising the redemption information.

46. The system of Claim 25, wherein the redemptionable item is obtained by presenting electronic code comprising the redemption information.

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